



Local Health Department Introduction to

Champion Providers



Presented by:

**Mike Miller and Paula Hamilton
Brown-Miller Communications**

Champion Providers



- **Partnership between NEOP, PHI, UCSF & Local Health Departments**
- **Pilot program**
- **Harness influence, passion, power of physicians and dentists**
- **Build healthier communities**



Planning Workgroup



- UCSF Center for Vulnerable Populations
- The California Endowment
- Kaiser Permanente
- American Academy of Pediatrics
- California Academy of Family Physicians
- California Medical Association
- Department of Health Care Services
- Latino Coalition for a Healthy California
- National Council of Asian Pacific Islander Physicians
- California Pan Ethnic Health Network
- Los Angeles County Department of Public Health
- Health & Human Services Agency, San Diego County
- California Primary Care Association

Champion Selection



- **Comprehensive nomination and application process**
- **47 Champion Providers**
- **Representing 22 counties**



Bay Area Champion Providers



- Tomas Aragon, MD, DrPH, health officer, San Francisco County
- Laura Davies, MD, child psychiatrist, San Francisco
- Jessie Duvall, MD, resident PGY3
- Matthew Willis, MD, MPH, health officer, Marin County
- Patty Glatt, MD, Sutter Pacific Medical Foundation, Marin County
- Cinnie Chou, MD, Contra Costa Regional Medical Center
- Jan Diamond, MD, Lifelong Medical Care, Contra Costa County
- Ogo Mbanugo, MD, Contra Costa Regional Medical Center
- Chiyo Shidara, DDS, community dentist, Contra Costa County
- Noha Aboelata, MD, Roots Community Medical Center, Alameda County
- Astha Kanani, MD, La Clinica de la Raza, Alameda County
- Marco Reyes, DDS, Lifelong, Alameda County

Champion Providers of Santa Clara/Santa Cruz



- Elsa Castro, DDS, private practice dentist, Santa Clara County
- Antonia Charles, MD, Santa Clara Valley Medical Center, Santa Clara County
- Bradley Haas, MD, Kaiser Permanente, Santa Clara County
- Elizabeth Mendoza-Levy, MD, Santa Clara Valley Health & Hospital System, Santa Clara County
- Jyoti Rau, MD, PhD, Kaiser Permanente, Santa Clara County
- Nicholas Sikic, MD, MPH, Pediatric Healthy Lifestyle Center, Santa Clara County
- Garry Crummer, MD, Santa Cruz Women's Health Center, Santa Cruz County
- Maria Mead, MD, Medical Director, Santa Cruz Women's Health Center, Santa Cruz County

Champion Providers of Los Angeles



- Nicole Alexander, MD, MA, Livelite LA, Los Angeles County
- Sherril Rieux, MD, childhood obesity specialist Los Angeles County
- Jehni Robinson, MD, City of Pasadena Public Health, Los Angeles County
- Nita Mahajan, MD, Kaiser Permanente, Los Angeles County
- Claudia Borzutzky, MD, Children's Hospital, Los Angeles County
- Theodore Friedman, Md, PhD, endocrinologist, MLK-MACC, Los Angeles County
- Ying Goh, MD, MSHS, City of Pasadena Public Health, Los Angeles County
- Valencia Walker, MD, professor, David Geffen School of Medicine, UCLA, Los Angeles County
- Andriette Ward, MD, MPH, CHAPCare, Los Angeles County

Champion Providers of Southern California



- Geoffrey Leung, MD, MA, Chief of Family Medicine, Riverside County Health System, Riverside County
- Marti Baum, MD, medical director of Loma Linda University, Community Health Development, San Bernardino County
- David Nunez, MD, Family Health Medical Director, Orange County Health Care Agency Orange County
- Candice Taylor Lucas, MD, MPH, clinical professor, University of California, Irvine School of Medicine, Orange County
- Patricia Cantrell, MD, pediatric obesity champion, Kaiser Permanente, San Diego County
- Stephanie Chu, MD, family medicine, San Ysidro Health Center, San Diego County
- Christine Wood, MD, FAAP, CLE, obesity specialist, El Camino Pediatrics, San Diego County

Suburban/Rural Champion Providers of California



- Francisco Aguirre, MD, pediatrician, WellSpace Health, Sacramento County
- Robert Streeter, MD, vice president for Medical Affairs, Mercy Medical Center, Merced County
- Holly Leeds, MD, physician, Auburn, Placer County
- Zoey Goore, MD, MPH, pediatrician, Kaiser Permanente, Sacramento, Placer County
- Razia Sheikh, MD, private practice pediatrician, Fresno County
- Sandra Shetzline, DO, private practice physician specializing in geriatrics, Calaveras County
- Michael Nelson, DDS, Children's Dental Health clinics (Red Bluff), Shasta County
- Aftab Naz, MD, pediatrician, Madera Family Medical group, Madera County
- Richard Macias, MD, pediatrician, Central Coast Pediatrics, San Luis Obispo County
- Cheryl Lambing, MD, medical director, Ventura County Medical Center, Ventura County
- Tara Scott, MD, family practice, Santa Rosa Family Medicine, Sonoma County

First Step in Working with Your Champion Providers



- **Schedule a get-to-know**
- **Introduce yourselves and your PSE work**
- **Learn about their expertise and interests**
- **Look for opportunities to collaborate**

Champion Providers have limited time but are very enthusiastic!

Champion Providers Training



- **Intensive two-day training**
- **Program planned by UCSF, NEOP, PHI**
- **July 11th & 12th**
- **Skill development**
- **Connecting with LHDs**



Training Topics

- **What is a Champion Provider?**
- **Communications – audience, message and working with the media**
- **Working with community groups**
- **Engaging policymakers**
- **Working with LHDs**
- **Writing for change**
- **Championing change**
- **Action planning**



The Role of LHDs



- **Provide concrete opportunities to engage**
- **Provide Champions with statistics, data and context for local health issues**
- **Provide insight on existing county programs and partners**
- **Make connections**
- **Identify specific roles for all partners**
- **Counsel and support Champion Providers**

The Role of Champion Providers



- **Be responsive to local LHD contacts**
- **Add value with personal stories**
- **Provide medical expertise and counsel to the county**
- **Stay on message**

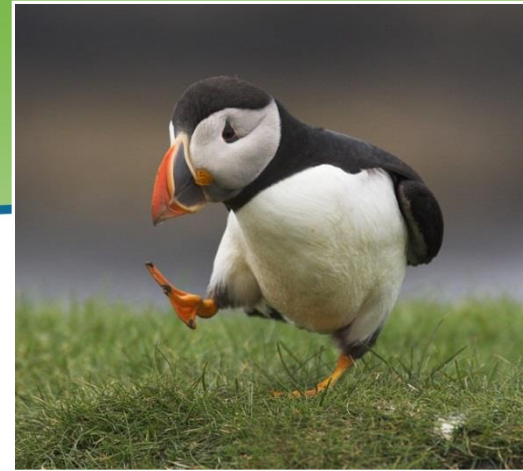


Ways Providers Can Help

- **Make presentations to school boards, city councils, supervisors, etc.**
- **Serve on LHD health councils and ad hoc committees**
- **Write letters to editor, opinion editorials, etc.**
- **Act as media spokesperson**
- **Provide testimony**



Next Steps



- **Identify two concrete opportunities to work with your Champion Providers in two months after the July training**
- **Keep your Champions apprised of the work you are doing**
- **Build a working relationship**

Contact:



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